PTO/SB/21 (09-04)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission: 20

Application Number	09/545,639
Filing Date	04/07/2000
First Named Inventor	Cunningham
Art Unit	2143
Examiner Name	Vaughn
Attorney Docket Number	U000-P02036US

RECEIVED
CENTRAL FAX CENTER
APR 11 2005

ENCLOSURES *(Check all that apply)*

- ☐ Fee Transmittal Form
- ☐ Fee Attached
- ☐ Amendment/Reply
- ☐ After Final
- ☐ Affidavits/declaration(s)
- ☐ Extension of Time Request
- ☐ Express Abandonment Request
- ☐ Information Disclosure Statement
- ☐ Certified Copy of Priority Document(s)
- ☐ Reply to Missing Parts/ Incomplete Application
- ☐ Reply to Missing Parts under 37 CFR 1.52 or 1.53
- ☐ Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a Provisional Application
- ☐ Power of Attorney, Revocation Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
- ☐ CD, Number of CD(s) _____
- ☐ Landscape Table on CD
- ☐ After Allowance Communication to TC
- ☐ Appeal Communication to Board of Appeals and Interferences
- ☑ Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
- ☐ Proprietary Information
- ☐ Status Letter
- ☐ Other Enclosure(s) (please identify below):

Remarks

The following Appeal Brief is in response to the Notification of Non-Compliant Appeal Brief mailed on March 30, 2005.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	SoCal IP Law Group		
Signature			
Printed name	Joel G. Landau		
Date	April 11, 2005	Reg. No.	54,732

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or printed name	Joel G. Landau	Date	April 11, 2005

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: **Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	09/545,639
Applicant	:	Cunningham
Filed	:	04/07/2000
TC/A.U.	:	2143
Examiner	:	Vaughn
Docket No.	:	U000-P02036US
Customer No.	:	33356

Confirmation No. 9723

RECEIVED
CENTRAL FAX CENTER
APR 11 2005

Mail Stop Appeal Brief- Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

APPEAL BRIEF

Dear Sir:

The following Appeal Brief is in response to the Notification of Non-Compliant Appeal Brief mailed on March 30, 2005.

The following Appeal Brief is submitted pursuant to 37 C.F.R. § 41.37 for consideration by the Board of Appeals and Interferences.

(1) REAL PARTY IN INTEREST

The real party in interest is NetZero, Inc.

(2) RELATED APPEALS AND INTERFERENCES

There are no applications currently being appealed that may directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

(3) STATUS OF CLAIMS

Claims 1-23 and 33-40 were pending in the Non-Final Office Action dated 9/24/04. Claim 23 was objected to for being dependent on a rejected claim, but would be allowable if rewritten in independent form. Claims 1-22 and 33-40 were rejected. Claims 1-22 and 33-40 are the subject of this appeal.

(4) STATUS OF AMENDMENTS

A Response amending claims 1, 12, 13, 33, 42, 43, 47, 56, and 57 was filed on 12/13/2004 to cure 35 U.S.C. § 112 deficiencies.

(5) SUMMARY OF CLAIMED SUBJECT MATTER

A method of providing a user computer with access to files of a network, the method comprising: establishing a communication link from the user computer to an access control system of the network (p. 16, lines 2-6, FIG. 3, 302); launching a viewer program that controls a status of the communication link (p. 27, lines 18-20, FIG. 12, 1202); detecting times when the user computer is not actively sending or receiving data from the network, and downloading ad files from the network to the user computer during such times (p. 14, lines 12-13), such that the viewer program maintains a

pool of ad files at the user computer for display and performs ad pool management tasks (p. 11, lines 14-15, p. 33, lines 3-4, FIG. 17, 1704, p. 33, lines 9-10, FIG. 17, 1706); periodically opening a viewer program window in which a next ad file from the ad file pool is displayed (p. 14, lines 14-18, p. 35, lines 13-15, FIG. 17, 1710); hiding the viewer program window after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval (p. 21, lines 1-13, FIG. 6, 604 and 608); and managing the ad file pool so as to keep track of the number of times each ad file in the ad file pool has been viewed and determine when each ad file in the ad file pool should no longer be viewed (p. 33, lines 9-16, FIG. 17, 1706).

(6) GROUNDS OF REJECTION

Claims 1-3, 33-35, and 47-49 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Judson (USP 5,737,616).

Claims 4, 12-22, 36, 42-46, 50, and 56-60 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Judson (USP 5,737,616) and further in view of Merriman et al. (USP 5,948,061).

Claims 5-10, 37-40, and 51-54 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Judson (USP 5,737,616) and further in view of Palmer et al. (USP 6,505,773).

Claims 11, 41, and 55 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Judson (USP 5,737,616) and further in view of Radziewicz et al. (USP 5,854,897).

Claims 1-22 and 33-60 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Roth et al. (USP 6,285,987).

PAGE 4/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

Claims 1-22 and 33-60 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Mann, II et al. (USP 5,577,186).

Claims 1-22 and 33-60 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Landsman et al. (USPAP 2003/0023488).

(7) ARGUMENT

Claims 1-3, 33-35 and 47-49 are patentable over Guyot et al. (USP 6,119,098) in view of Judson (USP 5,737,616):

"To establish a *prima facie* case of obviousness, [. . .] the prior art reference (or references when combined) must teach or suggest all of the claim limitations." *MPEP 706.02(j).*

Claim 1 is independent and includes 6 steps not disclosed, taught, or suggested by the cited references. Claim 1 recites, "establishing a communication link from the user computer to an access control system of the network." The Examiner asserted that Guyot teaches this step at 6:44-50. Guyot, at 6:44-50, describes pressing a button to connect to an advertisement server. An advertisement server is not the same or analogous to an "access control system."

Claim 1 recites, "launching a viewer program that controls a status of the communication link." The Examiner asserted that Guyot teaches this step at 6:46-50. Guyot, at 6:46-50, describes a status button that is used to display or hide a status window. Choosing to show or not to show a status window is not the same or analogous to controlling a status of the communication link.

Claim 1 recites, "detecting times when the user computer is not actively sending or receiving data from the network." The Examiner asserted that Guyot teaches this step at 5:11-17. Guyot, at 5:6-17, describes a screen saver mode that is activated when there is no input activity of a keyboard or a mouse. Input activity of a keyboard or a mouse is not the same or analogous to "the user computer is not actively sending or receiving data from the network."

PAGE 5/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

Claim 1 recites, "downloading ad files from the network to the user computer during such times, such that the viewer program maintains a pool of ad files at the user computer for display and performs ad pool management tasks." The Examiner asserted that Guyot, at 2:1-2, teaches this step. Guyot, at 2:1-2, describes that a downloaded advertisement is displayed. Guyot, at 2:1-2, does not teach downloading the advertisement when the user computer is not actively sending or receiving data from the network. Moreover, Guyot, at 2:1-2, does not teach performing ad pool management tasks.

Claim 1 recites, "hiding the viewer program after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval." The Examiner asserted that "Guyot does imply hiding and dragging and dropping of the application window frame as well as [a] status button [see Guyot, 5:35-44 and 6:43-50]." Guyot, at 5:35-44, describes that the application window may be "dragged" and "dropped" to another display location on the screen. Guyot, at 6:43-50, describes a button to connect to the advertisement server. Dragging and dropping an application window and a status button are not the same or analogous to the claimed step, "hiding the viewer program after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval."

The Examiner further asserted that Judson, at 12:35-45, teaches the claimed step, "hiding the viewer program after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval." Judson, at 12:35-45, describes clicking on a link within a first web page and displaying an advertisement while a second web page associated with the link is downloaded. Clicking on a link within a first web page and displaying an advertisement while a second web page associated with the link is downloaded is not the same or analogous to the claimed step, "hiding the viewer program after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval." Because neither Guyot nor Judson alone or together disclose, teach or suggest these 6 steps, claim 1 is non-obvious over these references.

Claims 33 and 47 have steps similar to those of claim 1 discussed above, so the arguments set forth for claim 1 are applicable to claims 33 and 47. Therefore claims 33 and 47 are patentable over Guyot in view of Judson for the same reasons as set forth for claim 1. By virtue of their respective dependence on claims 1, 33 and 47, claims 2-3, 34-35 and 48-49 are patentable over Guyot in view of Judson.

Claims 4, 12-22, 36, 42-46, 50 and 56-60 are patentable over Guyot et al. (USP 6,119,098) in view of Judson (USP 5,737,616) and further in view of Merriman et al. (USP 5,948,061):

By virtue of their respective dependence on claims 1, 33 and 47, claims 4, 12-22; 36, 42-46; and 50, 56-60 are patentable over Guyot in view of Judson. The Examiner has not set forth how Merriman teaches the steps of claims 1, 33 and 47 which Guyot in view of Judson fails to teach. Therefore claims 4, 12-22, 36, 42-46, 50 and 56-60 are patentable over Guyot in view of Judson and further in view of Merriman.

Claims 5-10, 37-40 and 51-54 are patentable Guyot et al. (USP 6,119,098) in view of Judson (USP 5,737,616) and further in view of Palmer et al. (USP 6,505,773):

By virtue of their respective dependence on claims 1, 33 and 47, claims 5-10; 37-40; and 51-54 are patentable over Guyot in view of Judson. The Examiner has not set forth how Palmer teaches the steps of claims 1, 33 and 47 which Guyot in view of Judson fails to teach. Therefore claims 5-10, 37-40 and 51-54 are patentable over Guyot in view of Judson and further in view of Palmer.

Claims 11, 41 and 55 are patentable over Guyot et al. (USP 6,119,098) in view of Judson (USP 5,737,616) and further in view of Radziewicz et al. (USP 5,854,897):

By virtue of their respective dependence on claims 1, 33 and 47, claims 11, 41 and 55 are patentable over Guyot in view of Judson. The Examiner has not set forth how Radziewicz teaches the steps of claims 1, 33 and 47 which Guyot in view of Judson fails to teach. Therefore claims 11, 41 and 55 are patentable over Guyot in view of Judson and further in view of Radziewicz.

Claims 1-22 and 33-60 are patentable over Guyot et al. (USP 6,119,098) in view of Roth et al. (USP 6,285,987):

As explained above, Guyot in view of Judson does not render claim 1 obvious. The Examiner appears to rely on Roth as an alternative to Judson. Yet Roth discloses no more than Judson. The Examiner asserted that Roth, at 14:1-10, teaches

> periodically opening a viewer program window in which a next ad file from the ad file pool is displayed; hiding the viewer program window after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval.

Roth, at 14:1-10, describes that a proposed bid might specify that after all the ads in a rotation are displayed to a viewer, there should be a specified delay before the viewer is again shown the ads in the rotation. Roth, at 14:1-10, does not describe periodically opening a viewer program window in which a next ad file from the ad file pool is displayed. In fact, Roth does not describe a viewer program window or an ad file pool at all. Moreover, Roth does not describe a hiding step. Because neither Guyot nor Roth alone or together disclose, teach or suggest the steps of claim 1, claim 1 is non-obvious over these references.

Claims 33 and 47 have steps similar to those of claim 1 discussed above, so the arguments set forth for claim 1 are applicable to claims 33 and 47. Therefore claims 33 and 47 are patentable over Guyot in view of Roth for the same reasons as set forth in claim 1. Further, all claims depending on claims 1, 33 and 47 are patentable over Guyot in view of Roth for the same reasons as set forth in claim 1.

PAGE 8/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

Claims 1-22 and 33-60 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Mann, II et al. (USP 5,577,186):

The Examiner appears to rely on Mann as an alternative to Judson and Roth. Yet Mann discloses no more than Judson or Roth. The Examiner asserted that Mann, at 9:50-65, teaches

> periodically opening a viewer program window in which a next ad file from the ad file pool is displayed; hiding the viewer program window after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval.

Mann, at 9:50-65, describes playing an instruction video related to a computer application function, then demonstrating the execution of the function within the application program. Mann's instructional video is not the same as or analogous to periodically opening a viewer program window, hiding the viewer program window, or keeping the viewer program window hidden. Because neither Guyot nor Mann alone or together disclose, teach or suggest the steps of claim 1, claim 1 is non-obvious over these references.

Claims 33 and 47 have steps similar to those of claim 1 discussed above, so the arguments set forth for claim 1 are applicable to claims 33 and 47. Therefore claims 33 and 47 are patentable over Guyot in view of Mann for the same reasons as set forth in claim 1. Further, all claims depending on claims 1, 33, and 47 are patentable over Guyot in view of Mann for the same reasons as set forth in claim 1.

Claims 1-22 and 33-60 were rejected under 35 U.S.C. § 103 as obvious from Guyot et al. (USP 6,119,098) in view of Landsman et al. (USPAP 2003/0023488):

The Examiner appears to rely on Landsman as an alternative to Judson, Roth and Mann. Yet Landsman discloses no more than these other references. The Examiner asserted that Landsman, at FIG. 20, paragraphs 0110 and 0151, teaches

> periodically opening a viewer program window in which a next ad file from the ad file pool is displayed; hiding the viewer program window after a predetermined number of ad files from the ad file pool have been played and keeping the viewer

PAGE 9/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

program window hidden for a predetermined quiet interval.

Landsman's FIG. 20 shows content of a typical AdDescriptor file for a PointCast Java advertisement. The AdDescriptor file lists file names with partial addresses on the ad management system of all media files that constitute content for an advertisement and an order in which the advertisement files are to be displayed (See Landsman, paragraph 0106). Landsman's FIG. 20 is not the same as or analogous to the claimed periodically opening step and the hiding step. Landsman, at paragraph 0110, describes a process where (a) while ad files are being downloaded, the system monitors if the user requests a new web page, (b) if the user requests a new web page, then the system plays a fully cached advertisement, (c) once the advertisement has fully played or the next web page is fully downloaded, control is returned to the browser. Landsman, at paragraph 0110, is not the same as or analogous to the claimed periodically opening step and the hiding step. Landsman, at paragraph 0151, describes a process which includes (a) testing for an occurrence of an AdController start event, (b) starting an AdPipeline, (c) enabling advertisement files to be "politely" downloaded into the ad pipeline, (d) testing for an occurrence of a Play Ad event, (e) playing an advertisement, (f) testing for occurrence of a shutdown event, and (g) re-enabling "polite' downloading of advertisement files. These steps are not the same as or analogous to the claimed periodically opening step and the hiding step. Because neither Guyot nor Landsman alone or together disclose, teach or suggest the steps of claim 1, claim 1 is non-obvious over these references.

To the extent that claims 33 and 47 has steps similar to claim 1, the arguments set forth for claim 1 are applicable to claims 33 and 47. Therefore claims 33 and 47 are patentable over Guyot in view of Landsman for the same reasons as set forth in claim 1. Further, all claims depending on claims 1, 33, and 47 are patentable over Guyot in view of Landsman for the same reasons as set forth in claim 1.

PAGE 10/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

CONCLUSION AND RELIEF

In view of the foregoing, it is believed that all claims patentably define the subject invention over the prior art of record and are in condition for allowance. The undersigned requests that the Board overturn the rejection of all claims and hold that all of the claims of the above referenced application are allowable.

Respectfully submitted,

Date: April 11, 2005

Joel G. Landau, Reg. No. 54,732

SoCal IP Law Group
310 N. Westlake Blvd., Suite 120
Westlake Village, CA 91362
Telephone: 805/230-1350
Facsimile: 805/230-1355
email: info@socalip.com

PAGE 11/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

(8) CLAIMS APPENDIX

The claims involved in this Appeal are as follows:

1. A method of providing a user computer with access to files of a network, the method comprising:

establishing a communication link from the user computer to an access control system of the network;

launching a viewer program that controls a status of the communication link;

detecting times when the user computer is not actively sending or receiving data from the network, and downloading ad files from the network to the user computer during such times, such that the viewer program maintains a pool of ad files at the user computer for display and performs ad pool management tasks;

periodically opening a viewer program window in which a next ad file from the ad file pool is displayed;

hiding the viewer program window after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval; and

managing the ad file pool so as to keep track of the number of times each ad file in the ad file pool has been viewed and determine when each ad file in the ad file pool should no longer be viewed.

2. A method as defined in claim 1, wherein managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed a predetermined number of times.

PAGE 12/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

3. A method as defined in claim 1, wherein managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed for a predetermined number of calendar days.

4. A method as defined in claim 1, wherein managing the ad file pool includes discarding an oldest ad file from the ad file pool if the ad file pool size exceeds a predetermined size limit value.

5. A method as defined in claim 1, wherein managing the ad file pool includes not tracking an ad file as having been viewed if the viewing of the ad file is prematurely halted before normal completion.

6. A method as defined in claim 1, wherein the viewer program maintains an ad information table of a local database in the user computer.

7. A method as defined in claim 1, further including periodically performing fraud control, wherein the viewer program sends a pulse message to the access control system at predetermined intervals, and the access control system causes the communication link to the network to be severed if it fails to receive an expected pulse message.

8. A method as defined in claim 7, wherein the viewer program maintains an ad information table that includes ad file information initially received from the access control system, such that the viewer program compares actual ad file information determined by the user computer with corresponding ad file information in the table, and such that the access server causes the communication link to the network to be severed if there is a discrepancy.

9. A method as defined in claim 7, wherein the fraud control comprises comparing ad information in the local database with actual ad file information for the corresponding ad file, and indicating fraud if there is a discrepancy.

10. A method as defined in claim 7, wherein the viewer program terminates the network connection if fraud is indicated.

PAGE 13/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

11. A method as defined in claim 1, wherein the access control system includes an Ad server that provides the ad files to a user, a Network Access Server that assigns a network address for an authorized user, and an Access, Authorization, and Accounting server that determines if authorization should be granted to a user.

12. A method as defined in claim 1, further including:

determining ad impression viewing data corresponding to the number of times each ad file in the ad file pool has been viewed;

determining click through data corresponding to network addresses visited by the user computer during the viewing of an ad file; and

reporting the ad impression viewing data to the access control system.

13. A method as defined in claim 1, further including storing state information for the viewer program at the user computer.

14. A method as defined in claim 1, wherein the viewer program displays closed captioning information.

15. A method as defined in claim 1, wherein the viewer program tracks the number of online network access sessions by the user computer.

16. A method as defined in claim 1, wherein the viewer program tracks the time spent online with network access by the user computer.

17. A method as defined in claim 1, wherein establishing a communication link includes:

receiving user identification information;

verifying demographic information for the identified user stored at the access control system and providing the communication link;

collecting demographic information from the user computer in an initial registration and access operation, storing the demographic information at the access control system and identifying it

PAGE 14/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

with the registered user, and providing the communication link; and

otherwise terminating the communication link and denying network access.

18. A method as defined in claim 17, further including:

determining ad impression viewing data corresponding to the number of times each ad file in the ad file pool has been viewed;

determining click through data corresponding to network addresses visited by the user during the viewing of an ad file; and

reporting the ad impression viewing data to the access control system.

19. A method as defined in claim 18, further including preparing a Demographic Report that summarizes the reported ad impression viewing data for multiple computer users over a current time period.

20. A method as defined in claim 19, further including providing the Demographic Report to a computer user identified as an ad file sponsor.

21. A method as defined in claim 19, wherein the Demographic Report includes demographic report fields that are selected by the computer user.

22. A method as defined in claim 19, wherein providing the Demographic Report includes providing archival reports for prior time periods.

33. A user computer that receives files from an access control system connected to a network, the user computer comprising:

a central processing unit that can establish communication with the access control server;

program memory that stores programming instructions that are executed such that the user computer establishes a communication link from the user computer to the access control system and then launches a viewer program that controls a status of the communication link, detects times when the user computer is not actively sending or receiving data from the network, and uses such times to

download ad files from the network to the user computer, such that the viewer program maintains a pool of ad files at the user computer for display and performs ad pool management tasks, and then periodically opens a viewer program window in which a next ad file from the ad file pool is displayed and hides the viewer program window in which a next ad file from the ad file pool is displayed, keeping the viewer program window closed for a predetermined quiet interval, wherein the viewer program manages the ad file pool so as to keep track of the number of times each ad file in the ad file pool has been viewed and determine when each ad file in the ad file pool should no longer be viewed.

34. A user computer as defined in claim 33, wherein the operations performed by the user computer further include managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed a predetermined number of times.

35. A user computer as defined in claim 33, wherein the operations performed by the user computer further include managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed for a predetermined number of calendar days.

36. A user computer as defined in claim 33, wherein the operations performed by the user computer further include managing the ad file pool includes discarding an oldest ad file from the ad file pool if the ad file pool size exceeds a predetermined size limit value.

37. A user computer as defined in claim 33, wherein the operations performed by the user computer further include managing the ad file pool includes not tracking an ad file as having been viewed if the viewing of the ad file is prematurely halted before normal completion.

38. A user computer as defined in claim 33, wherein the operations performed by the user computer further include the viewer program maintains an ad information table of a local database in the user computer.

PAGE 16/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

39. A user computer as defined in claim 33, wherein the operations performed by the user computer further include periodically performing fraud control, wherein the viewer program sends a pulse message to the access control system at predetermined intervals, and the access control system causes the communication link to the network to be severed if it fails to receive an expected pulse message.

40. A user computer as defined in claim 39, wherein the viewer program terminates the network connection if fraud is indicated.

41. A user computer as defined in claim 33, wherein the access control system includes an Ad server that provides the ad files to a user, a Network Access Server that assigns a network address for an authorized user, and an Access, Authorization, and Accounting server that determines if authorization should be granted to a user.

42. A user computer as defined in claim 33, wherein the operations performed by the user computer further include:

determining ad impression viewing data corresponding to the number of times each ad file in the ad file pool has been viewed;

determining click through data corresponding to network addresses visited by the user computer during the viewing of an ad file; and

reporting the ad impression viewing data to the access control system.

43. A user computer as defined in claim 33, wherein the operations performed by the user computer further include storing state information for the viewer program at the user computer.

44. A user computer as defined in claim 33, wherein the viewer program displays closed captioning information.

45. A user computer as defined in claim 33, wherein the viewer program tracks the number of online network access sessions by the user computer.

46. A user computer as defined in claim 33, wherein the viewer program tracks the time spent online with network access by the user computer.

47. A program product for use in a computer system that executes program steps recorded in a computer-readable media to perform a method for providing a user computer with access to files of a network, the program product comprising:

a recordable media; and

a program of computer-readable instructions executable by the computer system to perform method steps comprising:

establishing a communication link from the user computer to an access control system of the network;

launching a viewer program that controls a status of the communication link;

detecting times when the user computer is not actively sending or receiving data from the network, and downloading ad files from the network to the user computer during such times, such that the viewer program maintains a pool of ad files at the user computer for display and performs ad pool management tasks;

periodically opening a viewer program window in which a next ad file from the ad file pool is displayed;

hiding the viewer program window after a predetermined number of ad files from the ad file pool have been played and keeping the viewer program window hidden for a predetermined quiet interval; and

managing the ad file pool so as to keep track of the number of times each ad file in the ad file pool has been viewed and determine when each ad file in the ad file pool should no longer be viewed.

48. A program product as defined in claim 47, wherein managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed a predetermined number of times.

PAGE 18/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58

49. A program product as defined in claim 47, wherein managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed for a predetermined number of calendar days.

50. A program product as defined in claim 47, wherein managing the ad file pool includes discarding an oldest ad file from the ad file pool if the ad file pool size exceeds a predetermined size limit value.

51. A program product as defined in claim 47, wherein managing the ad file pool includes not tracking an ad file as having been viewed if the viewing of the ad file is prematurely halted before normal completion.

52. A program product as defined in claim 47, wherein the viewer program maintains an ad information table of a local database in the user computer.

53. A program product as defined in claim 47, further including periodically performing fraud control, wherein the viewer program sends a pulse message to the access control system at predetermined intervals, and the access control system causes the communication link to the network to be severed if it fails to receive an expected pulse message.

54. A program product as defined in claim 53, wherein the viewer program terminates the network connection if fraud is indicated.

55. A program product as defined in claim 47, wherein the access control system includes an Ad server that provides the ad files to a user, a Network Access Server that assigns a network address for an authorized user, and an Access, Authorization, and Accounting server that determines if authorization should be granted to a user.

56. A program product as defined in claim 47, further including:

determining ad impression viewing data corresponding to the number of times each ad file in the ad file pool has been viewed;

determining click through data corresponding to network addresses visited by the user

computer during the viewing of an ad file; and

reporting the ad impression viewing data to the access control system.

57. A program product as defined in claim 47, further including storing state information for the viewer program at the user computer.

58. A program product as defined in claim 47, wherein the viewer program displays closed captioning information.

59. A program product as defined in claim 47, wherein the viewer program tracks the number of online network access sessions by the user computer.

60. A program product as defined in claim 47, wherein the viewer program tracks the time spent online with network access by the user computer.

PAGE 20/20 * RCVD AT 4/11/2005 5:34:41 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/2 * DNIS:8729306 * CSID:+1 805 230 1355 * DURATION (mm-ss):05-58